



HIGHLAND
— VILLA'S —

Brand Guidelines

Brand Manual 2023-24

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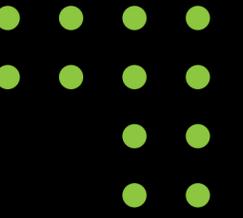
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01.

Our
Logo

Highland villas

Logo Design

Brand Guidelines



Primary Logo

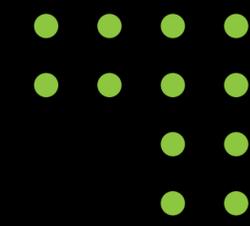


Logo Icon



Logo Signature





02.

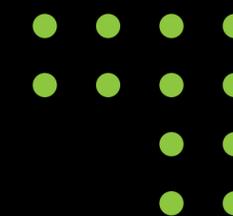
Company
Introduction

Highland villas

About Our Company

Brand Guidelines

Highland Villa's is a property development company specializing in building high-quality homes from concept to realization. They offer comprehensive services, assisting clients throughout the entire process, from initial planning to the final handover. Highland Villa's is known for its commitment to quality, excellent customer service, and extensive knowledge and experience in the property market. They cater to both individual homes and larger projects, providing tailor-made solutions for their clients' needs



03.

Logo Usage
Guidelines

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Logo

Metaphor

Brand Guidelines



Icon

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Logotype



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Safe Zone

It's Important to maintain proper spacing around the logo to avoid overcrowding. Also the use of whitespace keeps the feeling clean

Brand Guidelines



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Logo
Color
variations

Brand Guidelines



Logo

Minimum Size

Brand Guidelines

Minimum screen size



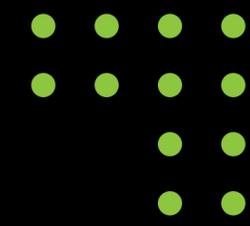
Minimum Print size



Logo

Misuse or Do's & Don'ts

- Top-left: Logo with red text. **X Don't change color** The logo
- Top-middle: Logo rotated. **X Don't rotate** the logo
- Top-right: Logo stretched horizontally. **X Don't stretch** the logo
- Bottom-left: Logo with a drop shadow. **X Don't apply Drop Shadows** the logo
- Bottom-middle: Logo on a busy floral background. **X Don't use busy background**
- Bottom-right: Logo with an outline. **X Don't use outline style**



04.

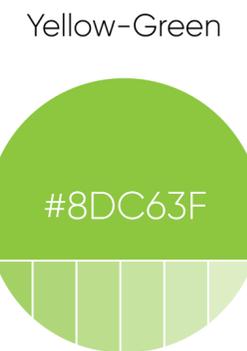
Color
Palette

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Color Palette

Brand Guidelines

Main Color:

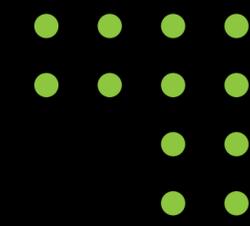


C: 50% R:141
M: 0% G:198
Y: 99% B:63
K: 0%



C:85% R:27
M:50% G:117
Y:0% B:188
K:0%





05.

Typography & Pattern

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Typography Guideline

Brand Guidelines

Type face

Aa Nexa Xbold

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Font Choice and Typeface

HEADING

Font: Lato / Font Size: 48pt / Style: Black

SUBHEADING

Font: Roboto font / Font Size: 24pt / Style: Medium

BODY TEXT

Font: Roboto font / Font Size: 16pt / Style: Regular

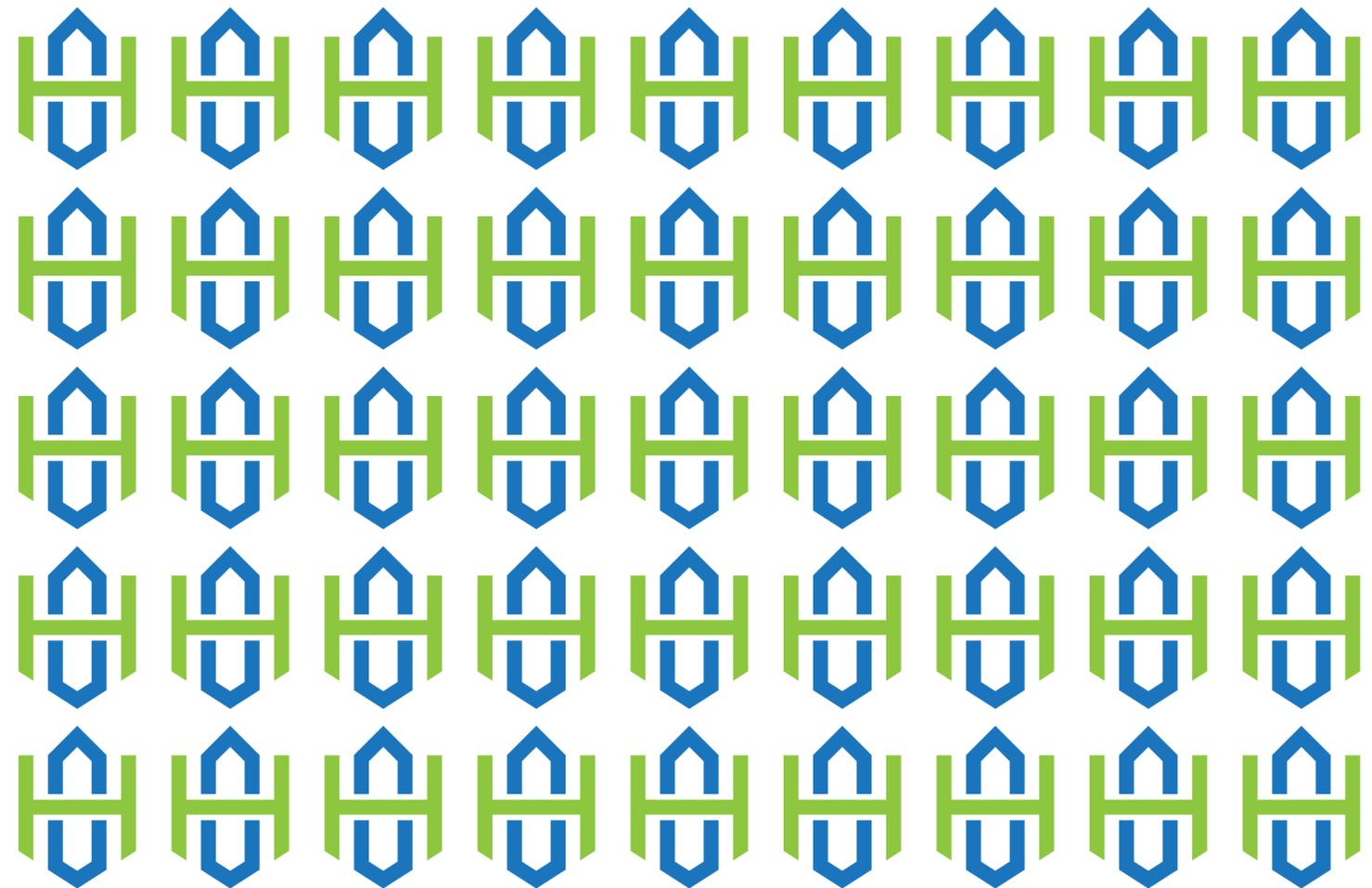
Brand Guidelines

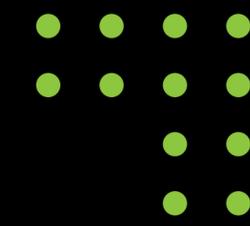
Aa

Aa

Aa

Brand
Pattern





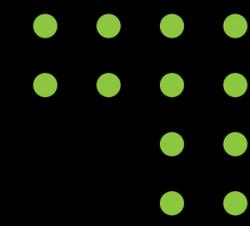
06.

Favicon Design

Favicon

Design & size





07.

Print
Media

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Stationery Design

Brand Guidelines



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Email
Signature

Brand Guidelines




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Jack
Founder

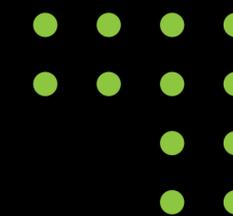
 +66 (0) 941 497 980
 info@highlandvillas.asia
 Highlandvillas.asia

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T-Shirt & Mug Design

Brand Guidelines





08.

Glossary

Glossary

Brand Guidelines

RGB

RGB (red, green, and blue) refers to a system for representing the colors to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum. Levels of R, G, and B can each range from 0 to 100 percent of full intensity.

RASTER

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

The CMYK acronym stands for Cyan, Magenta, Yellow, and Key: those are the colours used in the printing process. A printing press uses dots of ink to make up the image from these four colours. 'Key' actually means black. It's called Key because it's the main colour used to determine the image outcome.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

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JPEG/JPG

JPEG stands for "Joint Photographic Experts Group". It's a standard image format for containing lossy and compressed image data. Despite the huge reduction in file size JPEG images maintain reasonable image quality. This unique compression feature allows JPEG files to be used widely on the Internet, Computers, and Mobile Devices. The sharing of JPEG images is quick and efficient. Also, a large number of JPEG image files can be stored in minimum storage space. JPEG files can also contain high-quality image data with a lossless compression. In PaintShop Pro JPEG is a commonly used format for storing the edited images.

EPS

EPS is a vector file format often required for professional and high-quality image printing. PostScript printers and image setters typically use EPS to produce vast, detailed images – such as billboard advertising, large posters, and attention-grabbing marketing collateral.

Brand Guidelines

PNG

PNG stands for "Portable Graphics Format". It is the most frequently used uncompressed raster image format on the internet. This lossless data compression format was created to replace the Graphics Interchange Format (GIF). PNG file format is an open format with no copyright limitations. Like GIF images, PNG also have the ability to display transparent backgrounds. In addition to that, PNG files are capable of containing 24bit RGB color palettes and greyscale images. Basically, this image format was designed to transfer images on the internet but with PaintShop Pro, PNG files can be applied with lots of editing effects.

PDF

PDF stands for "portable document format". Essentially, the format is used when you need to save files that cannot be modified but still need to be easily shared and printed. Today almost everyone has a version of Adobe Reader or other program on their computer that can read a PDF file.

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AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

Brand Guidelines

PSD

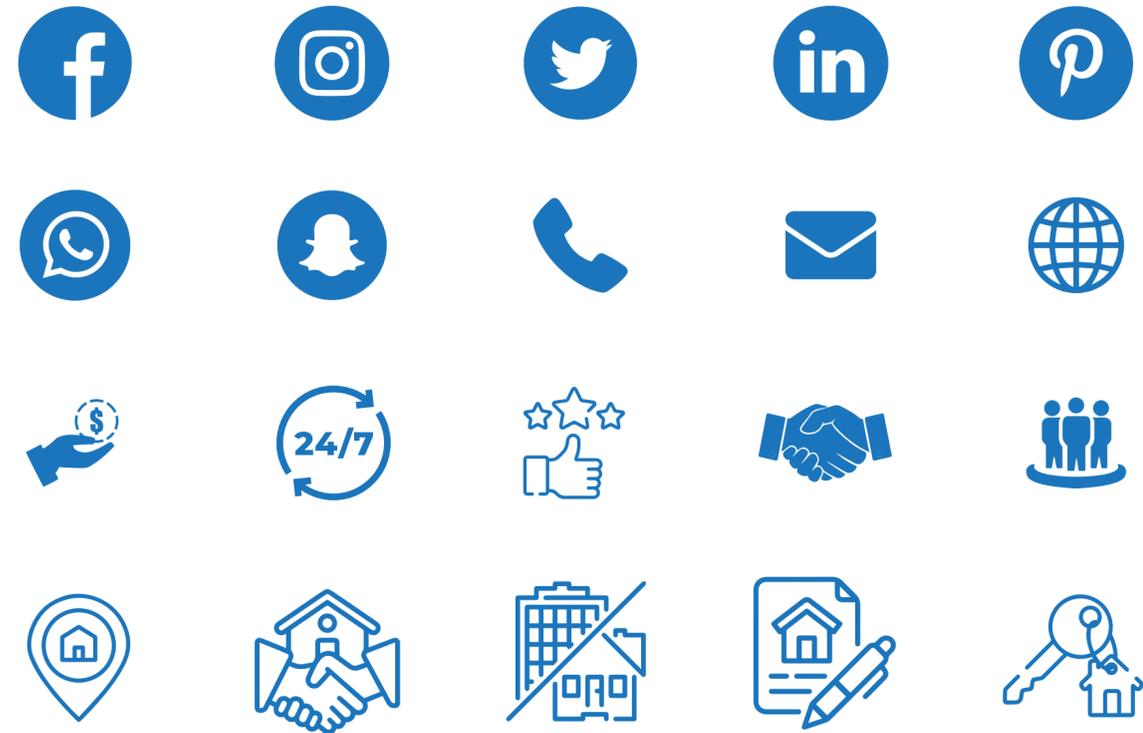
PSD stands for Photoshop Document, which is an image format that supports layers of graphics in a single file. It is mostly used for working with layers of graphics and saving the projects that can extend up to 2 gigabytes in file size.



09.

Iconography

Iconography





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Thank You